MEDIAWORKS

MARCH AD RESULTS

First-quarter quagmire slows most magazines

By Scott Donaton

Magazine publishers expected a weak first quarter, and that's exactly what they got.

Magazine ad pages fell 3.5% from a year earlier to 39,339.27, due mainly to softness in the automotive and tobacco categories, the Publishers Information Bureau reported.

Still, PIB said revenues were up 1.5% to $1.5 billion.

Spending in the top 10 categories—representing 73% of all magazine ad sales—was off 1.2% to just under $1.1 billion. Automotive revenues—the largest ad category—fell 7.4% to $200.5 million. Cigarette/tobacco revenues plummeted 25.3% to $74.7 million.

R.J. Reynolds Tobacco Co. cut magazine spending by an estimated 25% to $78 million this year, shifting the money to outdoor and local newspapers. At the same time, General Motors Corp. and other domestic automakers made significant cuts in their first-quarter budgets, citing slumping sales.

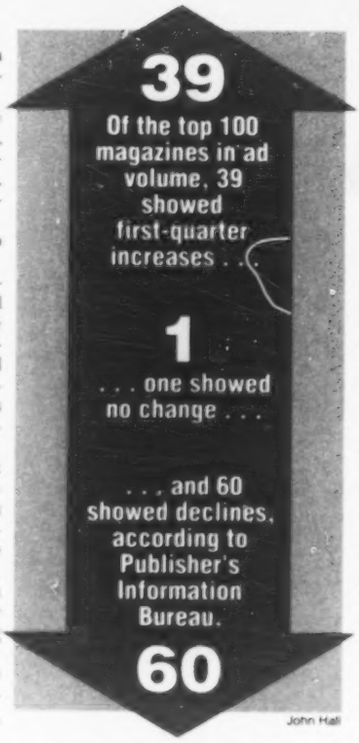
Of the top 100 magazines, 60 saw first-quarter ad page declines, 39 posted gains and one, Hearst Corp.'s *Esquire*, was flat.

TV Guide led all magazines with 802.69 ad pages, despite a 10.1% decline.

And the Murdoch Magazines title wasn't the only weekly that slumped. *Business Week*, 1989's ad page leader, saw pages fall 15.2% to 756.02. *People* carried 656.41 ad pages, down 18.4%. *Sports Illustrated*, with 578.68 ad pages, was off 17.8%; and *New York Magazine*'s pages fell 16.2% to 521.15 ad pages.

The New Yorker was one of a handful of weeklies with gains, carrying 489.37 ad pages, up 7.5%. *The Economist's* ad pages rose 16% to 603.59.

Among newsweeklies, *Time* carried 529.24 ad pages, a 12.4% drop; *Newsweek* carried 473.48 ad pages, down 13.5%; and *U.S. News & World Report's* ad pages fell 10.2% to 396.24 pages.


39
Of the top 100 magazines in ad volume, 39 showed first-quarter increases . . .
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. . . one showed no change . . .
. . . and 60 showed declines, according to Publisher's Information Bureau.
60
John Hall

Among business titles, every-other-weekly *Forbes* watched pages climb 8% to 678.93. *Fortune* had 624.88 ad pages, a 0.4% increase. *Entrepreneur* led all business monthlies with 510.73 ad pages, up 9.1%. *Money* carried 286.85 ad pages, up 3%. *Financial World's* ad pages rose 41.1% to 245.07. *Inc.* was flat with 236.8 ad pages, up 0.2%. *Changing Times* carried 163.43 ad pages, up 3.1%. *Business Month* carried 108.27 ad pages, up 38.8%.

No. 4 *Vogue* led the fashion category with 710.67 ad pages, an 8.2% drop. *Elle* carried 443.96 ad pages, an 11.7% decline. *W's* ad pages fell 8.4% to 393.59. And *Harper's Bazaar*, with 350.18 ad pages, was up 10.2%.

Good Housekeeping led the women's service field with 368.32 ad pages, a 6.1% increase. Other Seven Sisters titles posting gains were *Ladies' Home Journal* (349.35 pages, up 2.7%) and *Redbook* (266.47 pages, up 5.1%).

Family Circle carried 352.9 ad pages, a 19.9% decline; *Woman's Day*, with 331.33 ad pages, was off 22.1%; *Better Homes & Gardens* was down 14.5% with 274.9 ad pages; and *McCall's* carried 233.12 ad pages, down 9.4%.

Among other women's magazines, *Cosmopolitan's* ad pages fell 12.5% to 442.88, *Glamour* fell 11.5% to 358.71 and *Mademoiselle* was down 9.8% to 312.95.

Self was flat with 292.23 ad pages, down 0.6%. *Working Woman* was up 2.2% with 250.7 ad pages, and *Working Mother* was up 4.5% with 176.52 pages. *New Woman* carried 209.57 ad pages, down 10.5%. *Savvy Woman*, with 105.75 ad pages, was off 24.3%.

Parents led all parenting publications with 303.69 ad pages, down 6.6%. *Parenting* carried 132.77 ad pages, up 25.8%. *Child* was right behind with 132.47 ad pages, a 7.7% decline.

In the men's field, *GQ* carried 448.25 ad pages, down 4.1%, while *Esquire* was flat with 281.95 ad pages. *Playboy's* pages fell 16.7% to 163.75, but the drop-off is largely attributable to the magazine's 35th anniversary celebration last year. *Penthouse* carried 154.13 ad pages, up 2.2%.

In the golf category, *Golf Magazine* maintained its lead despite a 12.1% drop in ad pages to 395.19. *Golf Digest* had 356.23 ad pages, a 4.7% increase. *Golf Illustrated* carried 116.75 pages, up 3.3%. □

Wayne Walley coordinates MediaWorks.

Magazine ad-page leaders

Publishers Information Bureau figures for January through March 1990.

Rank	Magazine	Pages	% chg	Dollars	% chg
1	TV Guide	802.69	(10.1)	86,627,701	(1.8)
2	Dude's	790.66	7.2	14,078,204	18.0
3	Business Week	756.02	(15.2)	44,924,482	(10.0)
4	Vogue	710.67	(8.2)	25,849,607	15.7
5	Forbes	678.93	8.0	29,525,718	15.5
6	People	656.41	(18.4)	82,417,823	(10.7)
7	Modern Bride	631.45	3.2	10,169,710	6.5
8	Fortune	624.88	0.4	31,113,496	9.2
9	The Economist	603.59	16.0	5,114,142	29.2
10	Sports Illustrated	578.68	(17.8)	72,783,429	(7.8)
11	Time	529.24	(12.4)	74,152,364	(9.4)
12	New York Magazine	521.15	(16.2)	7,969,141	(14.0)
13	Entrepreneur	510.73	9.1	4,781,171	38.3
14	The New Yorker	489.37	7.5	12,897,278	22.4
15	Newsweek	473.48	(13.5)	52,320,403	(3.3)
16	Yachting	453.31	(1.5)	2,696,838	(2.1)
17	GQ	448.25	(4.1)	10,658,997	5.1
18	Elle	443.96	(11.7)	13,477,472	(2.2)
19	Cosmopolitan	442.88	(12.5)	26,158,214	(4.9)
20	American Way	407.59	0.2	5,387,781	18.1
21	U.S. News & World Report	396.24	(10.2)	31,673,911	(1.5)
22	Golf Magazine	395.19	(12.1)	11,133,473	(0.3)
23	Architectural Digest	394.38	(0.2)	10,615,486	10.2
24	W	393.59	(8.4)	9,071,164	7.0
25	Rolling Stone	386.56	(6.1)	13,412,606	(5.3)
26	Salt Water Sportsman	383.28	(21.4)	2,492,875	(21.7)
27	Good Housekeeping	368.32	6.1	34,924,117	24.8
28	Town & Country	359.20	4.1	8,578,311	19.8
29	Glamour	358.71	(11.5)	19,011,404	(3.7)
30	Golf Digest	356.23	4.7	16,640,344	(1.8)
31	Family Circle	352.90	(19.9)	28,662,606	(8.4)
32	Harper's Bazaar	350.18	10.2	9,163,095	20.7
33	Ladies' Home Journal	349.35	2.7	24,246,635	10.4
34	Travel & Leisure	335.61	(5.2)	13,346,314	17.0
35	Woman's Day	331.33	(22.1)	23,963,983	(17.6)
36	Sunset	325.95	(8.0)	9,773,875	2.5
37	Skin Diver	325.25	0.6	3,007,498	3.5
38	Texas Monthly	314.58	7.1	3,483,833	6.8
39	Mademoiselle	312.95	(9.8)	10,937,425	6.7
40	Southern Living	305.46	(8.6)	14,988,145	(1.1)
41	Parents	303.69	(6.6)	12,534,843	(0.7)
42	Muscle & Fitness	299.45	(28.5)	5,115,241	(10.8)
43	Seventeen	295.61	(0.5)	8,937,844	3.6
44	Vanity Fair	295.37	11.2	10,590,233	48.3
45	Popular Photography	292.71	28.5	6,988,078	48.9
46	Ebony	292.55	1.5	10,020,156	10.9
47	Self	292.23	(0.6)	10,816,402	15.1
48	Money	286.85	3.0	17,634,249	3.5
49	Mirabella	285.49	1,000.0	4,252,719	100.0
50	Esquire	281.95	0.0	8,274,589	4.6
51	Better Homes & Gardens	274.90	(14.5)	30,373,838	(9.8)
52	Gourmet	274.66	11.7	7,264,936	24.9
53	Metropolitan Home	273.86	8.8	8,075,437	2.8
54	Redbook	266.47	5.1	15,968,503	3.3
55	Car & Driver	266.15	(3.8)	10,242,084	(6.3)
56	Conde Nast Traveler	264.18	22.0	7,282,147	48.4
57	Reader's Digest	262.13	2.9	26,270,409	14.2
58	Bon Appetit	251.05	8.9	7,625,192	16.4
59	Working Woman	250.70	2.2	7,346,031	8.2
60	San Francisco Focus	248.82	(12.2)	1,569,005	(6.7)
61	Ski	247.81	(13.1)	5,120,471	(1.3)
62	Country Living	246.73	(8.8)	10,003,986	(2.4)
63	Financial World	245.07	41.1	5,691,842	72.7
64	Bassmaster	244.39	(18.6)	4,735,701	(7.9)
65	Inc.	236.80	0.2	9,777,121	6.8
66	House & Garden	234.07	16.5	5,753,556	23.0
67	McCall's	233.12	(9.4)	15,796,460	(4.4)
68	Jet	231.40	(14.8)	3,877,899	(5.3)
69	Black Enterprise	230.43	5.8	3,076,214	16.4
70	Smithsonian	230.32	(12.4)	9,650,505	(9.1)
71	Skiing	230.01	6.3	4,736,530	(0.6)
72	Field & Stream	224.84	(1.7)	9,136,046	2.0
73	Road & Track	224.19	(13.8)	6,723,554	(12.9)
74	Art & Antiques	222.79	13.3	1,262,021	17.8
75	Bicycling	214.07	(5.8)	2,936,552	10.0
76	Delta Sky	209.67	(6.5)	5,394,050	1.2
77	New Woman	209.57	(10.5)	5,205,022	(4.6)
78	Four Wheeler	206.98	(5.3)	1,528,066	1.8
79	Sports Afield	205.40	(9.5)	3,643,431	1.6
80	M	201.97	(6.4)	2,467,526	6.6
81	Essence	199.22	(14.3)	4,784,034	(3.8)
82	Outdoor Life	193.95	(22.1)	5,643,612	(12.7)
83	Motor Trend	191.10	(20.2)	6,936,302	(11.1)
84	Yankee	189.56	(5.8)	2,224,968	(0.1)
85	Popular Mechanics	180.69	(13.8)	5,716,963	(4.7)
86	Hot Rod	177.95	(22.8)	3,994,117	(22.5)
87	Working Mother	176.52	4.5	3,571,897	14.4
88	Home Office Computing	167.91	18.6	2,422,394	38.9
89	Lear's	167.03	(2.2)	2,679,719	8.2
90	California	165.94	1.4	2,256,951	7.8
91	Tennis	165.55	(0.8)	4,967,483	36.9
92	1,001 Home Ideas	165.54	(1.0)	4,910,472	20.2
93	True Story	165.40	3.3	2,312,420	(0.3)
94	Premiere	165.05	12.7	2,869,766	39.0
95	Omni	164.75	(10.2)	5,048,532	2.1
96	Connoisseur	163.88	(22.6)	2,871,220	(17.3)
97	Playboy	163.75	(16.7)	10,635,266	(9.3)
98	Changing Times	163.43	3.1	4,312,980	12.2
99	House Beautiful	161.24	(12.3)	5,721,334	(2.0)
100	Spectrum	158.36	(18.0)	1,396,846	(13.4)

Percent change compares January-March in 1990 with 1989. Source: Publishers Information Bureau.

LAUNCHING PAD

New publication launches

'Travel 50 & Beyond'

Vacation Publications introduced with an April issue *Travel 50 & Beyond*, a spinoff of *Vacations*. The leisure quarterly targets adults 50 and older. Rate base is 50,000. A b&w page is $1,350; a color page is $2,000. Alan Fox is publisher; Mary Lu Abbott is editor and Russell MacAusland is ad director. Offices are at 2411 Fountain View, Houston 77057. Phone: (713) 974-6903.

'Titles'

Larkspur Publishing introduced with a March/April issue *Titles*, a monthly targeting magazine and book retailers. Publisher-Editor Christine Z. Nordbye said *Titles* is designed to help retailers with marketing and merchandising. The inital rate base is 100,000. A b&w page is $8,600; a color page is $11,350. National sales directors are Ned Frey and Chris Frey. Offices are at 200 Gate Five Road, Sausalito, Calif. 94965. Phone: (415) 331-1211.

'Business Philadelphia'

A monthly targeting the Philadelphia business community, *Business Philadelphia* makes its debut in September. The magazine is affiliated with the Greater Philadelphia Chamber of Commerce. The initial rate base is 25,000, including distribution to chamber members. A b&w page is $2,480; a color page is $3,760. Maury Levy, senior VP at Goldberg, Strunk & Levy, a Philadelphia ad agency, is editor and publisher. Offices are in the Atlantic Building, 260 S. Broad St., Philadelphia 19102. Phone: (215) 790-9966.

'Nuvo'

Indianapolis Extra introduced with a March 14 issue *Nuvo*, an alternative weekly designed as "a kind of Sunday paper published in the middle of the week," said Ron Tierney, editor in chief. Paid circulation is projected to reach 30,000 to 40,000 in the first year. A b&w page is $1,800; a color page is $2,160. Bill Craig is senior editor; Brian Kelley is advertising director. Offices are at 333 N. Pennsylvania St., Indianapolis 46204. Phone: (317) 637-3900. □

CONSUMER MAGAZINE AD LINAGE

	March 1990	March 1989	Year-to-date 1990	Year-to-date 1989
■ Auto/cycle rec. vehicles				
AutoWeek (52X)	136.3	133.3	410.7	395.1
Car & Driver C	94.2	89.5	266.2	276.8
Car Collector & Car Classics	11.8	15.4	48.4	52.4
Car Craft	66.8	90.2	173.9	200.4
Circle Track	87.9	77.0	265.7	247.7
Cycle	36.7	52.1	90.4	120.7
Cycle World	46.3	61.0	116.5	125.3
Dirt Rider	42.8	28.4	107.4	90.1
Dune Buggies & Hot Rods	64.6	65.9	196.9	201.6
Family Motor Coaching	194.7	212.6	494.5	558.8
4 Wheel & Off-Road	70.2	75.5	197.9	207.3
Four Wheeler C	74.5	73.1	207.0	218.5
Hot Rod C	60.2	83.5	178.0	230.0
Motorcyclist	49.3	51.4	95.0	109.4
Motor Trend C	70.9	102.6	191.1	239.5
Motorhome	96.9	96.7	274.2	271.6
Rider	32.5	40.6	76.0	89.7
Road & Track C	88.7	87.2	224.2	260.1
Trailblazer	51.0	53.0	124.0	144.0
Trailer Life	101.6	105.7	264.8	285.5
Total Group	**1,477.9**	**1,594.8**	**4,002.7**	**4,324.5**
% change	**-7.3%**		**-7.4%**	
■ Boating & yachting				
Boating	138.3	170.7	479.0	561.0
Chesapeake Bay	43.8	52.0	115.2	141.8
Cruising World	179.8	129.2	319.7	329.1
Lakeland Boating (11X)	82.0	101.0	259.5	289.5
Motor Boating & Sailing	99.8	162.0	384.3	544.8
Sail	122.7	132.3	391.1	358.9
Trailer Boats (11X)	90.6	83.1	239.8	255.2
Western Boatman	31.7	50.8	95.7	101.8
Yachting C	133.1	130.3	453.3	460.3
Total Group	**861.8**	**1,011.3**	**2,737.5**	**3,042.3**
% change	**-14.8%**		**-10.0%**	
■ Civic fraternal				
Elk (10X)	19.7	14.4	50.2	51.7
Kiwanis	15.2	14.2	56.4	43.2
Lion (10X)	4.3	7.3	10.9	12.5
Rotarian	14.3	19.5	46.5	42.4
V F W (11X)	25.1	28.9	79.7	98.7
Total Group	**78.6**	**84.3**	**243.7**	**248.5**
% change	**-6.8%**		**-1.9%**	
■ General				
American Health (10X) C	75.3	95.1	150.5	166.3
American Heritage (8X) C	33.6	31.8	76.6	80.2
American Legion	36.7	57.7	117.1	159.5
American West (6X)	—	—	22.1	21.5
Art & Antiques (10X) C	195.5	94.4	222.8	196.7
ARTnews (10X)	131.5	122.3	346.3	306.3
The Atlantic A. C	49.9	35.7	137.1	147.1
Bon Appetit A. C	112.8	88.2	251.1	230.6
Cable Guide C	33.9	32.0	88.9	98.5
Changing Times C	59.2	60.9	163.4	158.5
Conde Nast Traveler C	115.9	96.1	264.2	216.6
Connoisseur C	60.3	104.5	163.9	211.9
Consumers Digest (6X) C	26.7	26.5	48.1	50.4
Cooking Light C	75.5	62.8	131.5	112.2
Ebony C	79.3	87.8	292.6	288.4
European Travel & Life C	52.8	59.1	99.8	94.5
Food & Wine C	60.4	59.5	148.3	161.2
Games (6X) C	13.8	14.2	34.1	27.0
Golden Years (6X)	40.6	39.3	74.0	92.6
Gourmet C	114.9	95.5	274.7	245.8
Harper's Magazine A. C	31.4	29.9	94.4	103.9
Harrowsmith (6X)	55.0	62.0	105.0	123.0
Islands (6X)	60.8	64.2	112.5	120.7
Let's Live	49.0	45.0	148.0	148.0
Life C	55.8	77.8	147.3	193.8
Modern Maturity (6X) C	—	—	41.8	41.8
Money C	102.2	103.5	286.9	278.5
Mother Earth News C	81.1	89.6	146.8	162.6
National Geographic C	19.6	27.0	70.7	64.3
National Geographic Traveler (6X) C	27.2	47.7	98.9	62.8
Natural History C	44.6	50.8	118.8	142.3
New Choices C	27.6	41.7	77.4	115.9
Prevention C	57.0	55.6	155.0	172.1
Psychology Today C	—	40.7	30.1	82.2
Reader's Digest A. C	111.0	96.8	262.1	254.8
Saturday Evening Post (9X) C	38.4	48.7	77.9	93.1
Smithsonian C	74.1	107.6	230.3	262.9
Town & Country C	143.9	160.9	359.2	345.0
Travel-Holiday C	54.9	58.8	112.7	122.3
Travel & Leisure C	147.7	150.6	335.6	354.2
Travelhost	1,287.0	1,252.0	3,692.0	3,615.0
Vanity Fair C	145.2	128.8	295.4	265.5
Yankee C	67.6	71.5	189.6	201.1
Total Group	**4,012.9**	**4,074.3**	**10,295.4**	**10,391.2**
% change	**-1.5%**		**-0.9%**	
■ Home				
Americana (6X)	12.1	24.3	21.6	45.9
Architectural Digest A. C	139.7	142.9	394.4	395.1
Better Homes & Gardens C	114.1	136.0	274.9	321.6
Colonial Homes (6X) C	—	—	46.8	55.8
Columbus Monthly Homes (4X)	—	—	26.7	29.8
Country Home (6X) C	—	—	31.3	44.1
Country Living C	100.4	107.8	246.7	270.4
Family Handyman (10X) A. C	36.4	42.3	95.4	124.7
Florida Home & Garden	71.3	86.8	219.4	288.1
Flower & Garden (6X) C	—	—	50.5	55.8
Home C	74.8	67.3	155.3	166.8
Home Mechanix C	39.3	62.7	101.4	132.8
Homeowner (10X) C	32.4	35.2	60.1	76.1
Horticulture	50.9	42.1	136.8	129.6
House Beautiful C	63.9	75.3	161.2	183.9
House & Garden C	116.9	100.4	234.1	280.9
Metropolis	49.0	66.8	110.8	136.6
Metropolitan Home C	86.6	84.7	273.9	251.7
Midwest Living C	—	—	41.0	52.3
1,001 Home Ideas C	72.9	66.8	165.5	167.2
Organic Gardening (10X) C	59.4	51.6	142.7	154.7
Phoenix Home/Garden	92.4	73.7	210.1	221.7
Practical Homeowner (9X) C	45.7	35.3	115.4	72.0
San Diego Home/Garden	55.8	60.1	190.3	190.1
Southern Accents (6X) C	74.3	127.1	134.5	198.7
Southern Living C	135.7	151.1	305.5	334.0
Sunset Magazine A. C	132.9	146.5	326.0	354.1
Workbench (6X)	—	—	31.3	39.7
Total Group	**1,655.1**	**1,786.7**	**4,294.6**	**4,894.0**
% change	**-7.4%**		**-8.5%**	
■ In-flight & other passenger				
Aboard Group(6X)	39.8	35.8	77.5	71.1
Alaska Airlines	75.2	56.3	193.8	174.9
America West Airlines	82.5	68.7	230.0	205.2
American Way (24X) C	150.6	152.4	407.6	406.9
East/West Network Continental Profiles	49.6	62.0	146.9	175.6
Eastern Review	32.5	77.3	95.2	203.1
Pan Am Clipper	47.1	46.8	129.1	129.3
Southwest Spirit	46.1	66.5	141.2	191.0
TWA Ambassador	41.2	66.0	114.5	158.1
Vis A Vis	76.6	91.8	195.4	257.8
Halsey Publication Delta Sky C	83.0	79.6	209.7	224.2
Pace Communications US Air Magazine	60.6	55.4	172.2	148.4
Spirit of Aloha	34.8	23.0	102.6	73.4
Total Group	**819.5**	**881.6**	**2,215.6**	**2,419.1**
% change	**-7.0%**		**-8.4%**	
■ Men's				
Esquire A. C	141.1	133.1	282.0	281.8
Firehouse Magazine	31.4	42.7	95.6	104.8
Gentlemen's Quarterly A. C	236.1	256.6	448.3	467.4
M Magazine C	92.0	104.8	202.0	215.8
Muscle & Fitness C	104.8	137.8	299.5	418.6
Penthouse A. C	59.5	47.7	154.1	150.9
Playboy A. C	63.2	50.9	163.8	196.6
Salute (10X)	45.5	29.3	90.0	56.3
Total Group	**773.6**	**802.8**	**1,735.1**	**1,892.2**
% change	**-3.6%**		**-8.3%**	
■ Metropolitan				
Aloha (6X)	42.3	30.2	87.8	56.8
Atlanta	68.4	51.7	182.9	162.2
Baltimore	52.7	72.0	161.8	195.0
Boston	104.7	126.3	286.6	386.3
California C	75.2	78.8	165.9	163.7
Chicago	108.1	122.8	264.5	317.1
Chicago's North Shore	109.6	120.7	261.1	288.6
Cincinnati	22.5	53.7	99.3	138.4
Cleveland	53.0	57.6	167.4	204.9
Columbus Monthly	46.3	100.9	150.5	198.6
Connecticut	90.1	107.8	263.9	281.9
D Magazine	61.5	76.0	153.9	200.0
Detroit Monthly	51.8	56.3	148.3	159.7
Grand Rapids	24.3	30.7	73.8	94.3
Honolulu	56.9	48.7	153.9	152.7
Houston Metropolitan Mag	115.9	117.3	129.0	129.5
Inside Chicago (8X)	34.9	40.2	51.9	78.7
Los Angeles	120.8	159.4	364.9	476.2
Louisiana Life (6X)	26.7	33.2	57.3	60.7
Madison	28.0	36.0	107.0	122.0
Memphis	51.0	61.0	157.1	184.8
Mid Atlantic Country	36.1	36.3	99.8	96.4
Milwaukee	61.3	62.3	151.7	136.5
Minneapolis/St. Paul	108.6	141.3	308.8	320.9
Minnesota Monthly Mag	57.9	39.4	175.0	126.6
Nashville	58.0	68.0	166.0	172.0
New England Monthly	30.5	48.8	114.4	144.2
New Jersey Monthly	70.3	97.8	185.1	241.5
New Mexico	19.5	21.2	130.2	139.5
Ohio	54.3	52.2	149.3	140.5
Orlando	99.7	96.7	286.7	267.7
Pacific Northwest	51.0	39.3	124.9	126.8
Palm Beach Life	99.1	101.6	283.5	314.3
Palm Springs Life	160.5	144.0	510.6	497.6
Philadelphia	110.3	146.5	346.5	387.9
Phoenix	30.2	51.2	124.7	167.8
Pittsburgh	77.8	69.0	180.8	166.0
Rhode Island Monthly	50.0	53.8	143.3	141.7
Sacramento Magazine	49.8	52.1	153.1	145.5
St. Louis	51.5	45.6	126.2	123.2
San Diego	133.5	128.8	364.4	349.0
San Francisco Focus C	102.2	113.1	248.8	283.4
Sarasota	131.0	125.0	330.0	312.0
South Florida Magazine	84.6	129.1	279.2	355.9
Texas Monthly C	135.6	130.6	314.6	293.7
Ultra	40.0	40.6	76.9	504.3
The Virginian (6X)	46.0	45.0	46.0	88.0
Washington (10X)	36.5	98.0	66.2	146.0
The Washingtonian	118.8	163.3	366.5	492.9
Total Group	**3,448.4**	**3,941.8**	**9,341.8**	**10,683.9**
% change	**-12.5%**		**-12.6%**	
■ Music entertainment				
Audio	71.9	74.6	252.6	284.2
Dance Magazine	68.6	59.3	198.3	177.8
Playbill	41.2	59.7	125.7	153.2
Video Magazine	60.3	57.3	201.8	184.7
Total Group	**240.0**	**250.9**	**778.4**	**799.9**
% change	**-4.4%**		**-2.7%**	
■ Outdoor & sport				
Alaska	44.0	46.9	122.2	94.2
The American Handgunner (6X)	59.0	51.0	113.0	105.0
American Hunter	18.8	17.7	56.9	53.6
American Rifleman	22.6	20.9	67.5	61.5
Backpacker (7X) C	—	26.0	23.6	49.2
Bassmaster (10X) A. C	86.5	127.4	244.4	300.1
Bicycling (9X) C	138.3	127.3	214.1	227.2
Ducks Unlimited (6X)	27.0	29.1	49.6	51.7
Field & Stream C	110.6	99.6	224.8	228.8
Fishing World (6X)	47.7	68.0	128.0	108.3
Florida Sportsman	148.2	160.2	459.2	466.8
Golf Digest C	105.8	127.7	356.2	340.3
Golf Illustrated C	74.0	76.5	116.8	113.0
Golf Magazine C	101.5	132.6	395.2	449.4
Gun Dog (6X)	33.9	48.2	72.2	88.2
Guns	44.0	39.0	126.0	107.0
Guns & Ammo	72.3	54.5	145.8	139.6
In-Fisherman (7X)	80.0	85.0	240.5	295.5
Outdoor Life C	79.7	99.9	194.0	249.0
Outside Magazine	71.4	66.5	156.3	147.7
Petersen's Hunting	29.0	41.8	98.6	121.6
Runner's World (12X) C	29.0	35.8	81.0	86.3
Salt Water Sportsman C	122.3	156.8	383.3	487.6
Shooting Times	33.2	35.0	95.8	97.1
Sierra (6X)	40.5	50.2	69.5	103.6
Ski (8X) A. C	50.5	70.7	247.8	285.3
Skiing (7X) A. C	85.1	74.5	230.0	216.4
Skin Diver C	121.5	104.3	325.3	323.3
Southern Outdoors (9X)	54.2	91.9	152.0	205.8
Southern Saltwater (8X)	45.3	64.6	140.1	183.5
Sport Magazine C	36.2	44.3	86.5	111.0
Sports Afield C	87.0	102.3	205.4	227.0
Surfing	66.3	77.5	207.0	218.6
Tennis C	77.0	77.9	165.6	166.9
Waterski (9X)	67.2	67.5	160.4	173.0
Western Outdoors (10X)	43.6	52.6	123.2	138.8
Wildfowl (6X)	17.8	15.8	41.8	39.8
WindRider (8X)	58.3	44.8	58.3	44.3
Wing & Shot (6X)	17.4	14.7	31.5	31.5
World Tennis C	29.3	56.2	92.5	118.9
Total Group	**2,478.2**	**2,783.1**	**6,501.5**	**7,056.6**
% change	**-11.0%**		**-7.9%**	
■ Photography				
American Photo (6X) C	46.1	22.3	86.7	80.9
Petersen's Photographic	20.6	20.0	61.1	70.2
Popular Photography C	95.0	67.6	292.7	227.8
Total Group	**161.7**	**110.0**	**440.5**	**378.9**
% change	**47.0%**		**16.3%**	
■ Science/electronic/mech				
Discover C	43.8	51.8	113.9	131.2
Home Office Computing C	53.5	41.8	167.9	141.6
Omni C	54.7	59.4	164.8	183.4
Personal Computing	127.0	170.0	418.0	536.0
Popular Mechanics C	63.4	82.8	180.7	209.6
Popular Science C	71.5	99.9	159.4	216.8
Scientific American C	30.3	49.7	102.7	110.4
Spectrum C	45.4	62.3	159.4	194.4
Total Group	**489.5**	**617.5**	**1,466.7**	**1,723.4**
% change	**-20.7%**		**-14.9%**	
■ Woman/fashion/service				
Beauty Magazine (10X)	11.8	—	30.5	15.2
Bride's Magazine (6X) A. C	—	—	790.7	737.3
Cosmopolitan A. C	165.9	194.1	442.9	506.1
Elle C	235.8	289.1	444.0	502.6
Essence C	81.1	73.4	199.2	232.4
Family Circle (17X) A. C	120.1	149.1	352.9	440.3
Glamour C	184.5	194.1	358.7	405.5
Good Housekeeping A. C	149.7	135.5	368.3	347.3
Harper's Bazaar C	175.9	170.2	350.2	317.8
Health C	38.4	25.0	104.2	91.0
Images	119.7	68.7	251.1	188.7
Ladies' Home Journal C	153.3	126.1	349.4	340.0
Lear's C	75.5	101.0	167.0	170.7
Mademoiselle C	144.6	162.8	313.0	346.9
McCall's C	86.9	91.3	233.1	257.4
Military Lifestyle (10X)	40.9	41.7	123.6	136.5
Modern Bride (6X) C	—	—	631.5	611.8
New Woman C	82.2	90.9	209.6	234.3
Parents Magazine A. C	121.7	136.1	303.7	325.2
Redbook C	127.3	94.9	266.5	253.5
Savvy C	34.6	51.2	105.8	139.7
Self C	136.7	128.7	292.2	293.8
Seventeen C	174.7	182.2	295.6	297.0
Shape C	59.5	66.0	144.9	177.8
Soap Opera Digest (26X) C	36.9	31.8	96.2	99.2
Soap Opera Update	11.3	5.0	26.0	23.0
Teen Magazine	69.1	48.3	128.8	101.1
True Story A. C	59.9	61.3	165.4	160.1
Vogue C	380.9	420.8	710.7	774.5
W Magazine C	168.4	170.3	393.6	429.6
Weight Watchers C	35.2	32.2	113.2	100.3
Woman (10X) C	28.5	41.3	71.3	84.9
Woman's Day (15X) A. C	166.0	217.8	331.3	425.4
Workbasket	17.2	27.9	61.34	79.3
Working Mother C	65.4	65.2	176.5	168.9
Working Woman C	88.4	97.1	250.7	245.3
Total Group	**3,647.9**	**3,791.1**	**9,653.5**	**10,060.4**
% change	**-3.8%**		**-4.0%**	
■ Youth				
Boys' Life C	16.6	18.0	58.6	57.8
Campus Life (10X)	63.2	65.2	140.5	153.0
Total Group	**79.8**	**83.2**	**199.2**	**210.8**
% change	**-4.1%**		**-5.5%**	
■ Business/national				
Barron's	145.6	142.8	410.6	402.0
Black Enterprise C	52.9	46.4	230.4	217.9
Business Month C	43.3	35.4	108.3	78.0
Business Week (52X) A. C	284.1	359.1	756.0	891.7
Entrepreneur C	139.6	139.1	510.7	468.3
Financial World (26X) C	101.3	65.9	245.1	173.7
Forbes (26X) C	212.2	230.6	678.9	628.4
Fortune (26X) C	227.0	203.6	624.9	622.4
Frequent Flyer	41.7	46.9	113.0	119.3
Futures	50.1	48.2	129.0	131.2
Inc. Magazine C	66.8	96.9	236.8	236.3
Income Opportunities	81.3	86.7	172.4	187.1
Industry Week (23X) A.	83.6	87.5	253.8	228.2
Nation's Business (12X) A. C	31.6	32.7	82.9	105.6
Total Group	**1,561.1**	**1,621.5**	**4,552.8**	**4,490.0**
% change	**-3.7%**		**1.4%**	
■ Business/regional				
Advantage-Nashville's Business Monthly	66.0	84.0	198.0	196.0
Arizona Bus. Gazette (52X)	60.0	71.0	149.0	163.0
Bus. First of Buffalo	80.7	56.1	175.1	196.8
Bus. Jrnl.-Milwaukee	136.3	179.9	434.1	464.1
Bus. Jrnl.-Sacramento	86.2	86.3	244.2	228.0
Bus. North Carolina	39.0	34.3	100.7	94.7
Capital District Bus Review (52X)	73.2	73.4	215.1	239.4
Caribbean Business	123.2	153.9	266.9	295.4
Corporate Rpt. Minnesota	41.7	52.2	132.6	167.3
Crain's Chicago Bus. (52X)	149.3	140.5	351.1	367.8
Crain's Cleveland Bus. (52X)	51.9	66.0	161.4	193.3
Crain's Detroit Bus. (52X)	94.3	71.6	244.0	210.9
Crain's New York Bus. (52X)	60.4	50.7	154.0	130.7
Florida Trend (13X)	36.0	47.9	109.3	146.0
Georgia Trend	55.5	54.3	118.1	141.3
Grand Rapids Bus. Jrnl.	57.7	41.0	156.6	135.2
Hawaii Business	62.7	47.8	141.0	127.8
Houston Bus. Jrnl. (52X)	66.0	65.0	199.0	187.0
Indianapolis Business Journal (52X)	138.0	139.9	384.6	418.4
Manhattan Inc. C	42.0	53.8	102.1	123.0
New England Bus. (12X) A	31.8	34.8	95.8	138.3
New Orleans City Bus	46.3	34.8	136.8	124.7
Pacific Bus. News (52X)	85.2	90.1	260.2	289.0
Philadelphia Business Journal	107.5	121.6	342.3	355.2
Pittsburgh Bus. Times (52X)	112.4	117.0	280.6	300.3
Providence Bus. News	68.3	78.8	195.3	221.3
Regardie's/Washington	107.0	111.0	390.0	442.0
St. Louis Bus. Jrnl. (52X)	111.5	93.2	302.3	311.7
Warfield's Monthly Baltimore	51.4	53.8	161.1	153.8
Total Group	**2,241.8**	**2,304.7**	**6,201.3**	**6,562.4**
% change	**-2.7%**		**-5.5%**	
■ National Sunday mags				
Parade (52X) C	44.9	66.2	142.0	168.4
USA Weekend (52X) C	51.9	56.3	154.6	151.7
Vista Magazine (52X)	18.6	18.8	42.8	57.1
Total Group	**115.5**	**141.2**	**339.4**	**377.3**
% change	**-18.2%**		**-10.0%**	
■ Newspaper Sunday magazine				
Boston Globe	208.0	243.7	515.7	588.9
Chicago Tribune	142.1	133.5	317.1	288.9
Cleveland Plain Dealer	61.6	77.4	136.0	158.4
The Dallas Morning News	49.2	64.0	133.4	181.4
Detroit Free Press	42.0	37.6	103.0	99.0
L.A. Times C	102.3	167.9	211.1	302.6
Louisville Courier-Jrnl	21.0	27.0	60.0	84.0
New York Times Mag. C	363.2	375.6	818.6	870.7
Philadelphia Inquirer	98.8	87.6	224.3	224.0
Seattle Times	71.0	61.0	191.0	175.0
St. Louis Post Dispatch	74.5	83.9	193.8	219.2
Toledo Blade Magazine	36.6	37.1	86.8	95.0
Washington Post	106.9	147.3	277.5	359.4
Total Group	**1,377.2**	**1,542.9**	**3,268.3**	**3,646.5**
% change	**-10.7%**		**-10.4%**	
■ Weeklies/bi-weeklies				
The Advocate (26X)	120.6	128.8	395.3	478.0
Army Times Military Group				
Air Force Times (52X)	132.0	143.9	418.8	441.8
Army Times (52X)	126.9	139.9	414.1	421.1
Navy Times (52X)	140.6	163.4	431.9	486.6
Capper's (26X)	24.9	29.2	100.0	123.4
Commonweal (22X)	16.3	15.9	32.1	31.3
Golf World (40X)	174.7	144.7	447.4	365.3
Grit (52X) A	37.2	32.8	109.5	113.0
National Journal (50X) C	57.0	58.0	128.5	143.9
National Review (25X)	20.1	23.2	67.0	67.5
New Republic (48X)	42.1	40.8	119.0	124.0
New York Magazine (50X) C	193.7	209.6	521.2	621.8
New Yorker C	159.7	168.4	489.4	455.2
Newsweek (52X) A. C	165.0	189.7	473.5	547.1
People (51X) C	246.7	332.3	656.4	804.1
Rolling Stone (25X) C	160.0	198.9	386.6	411.5
Sporting News (52X) C	41.5	43.8	117.6	130.2
Sports Illustrated (52X) A. C	184.0	239.6	578.7	704.2
Time (52X) A. C	180.4	210.1	529.2	604.2
TV Guide (52X) A. C	265.7	232.4	802.7	893.0
US Magazine (26X) C	59.3	61.2	144.7	145.5
U.S. News & World Report (50X) A. C	149.9	170.5	396.2	441.4
Total Group	**2,698.2**	**2,977.1**	**7,759.7**	**8,554.0**
% change	**-9.4%**		**-9.3%**	

NOTES: Linage is given in paid ad pages. (X) represents the number of times published each year; publications are monthly unless otherwise specified. A. Sectional linage included but prorated to circulation of regional editions. C. Figures supplied by Publishers Information Bureau. All other figures are supplied by the magazines. *Ad Age* makes no attempt to verify figures and is not responsible for inconsistencies or errors. Compiled by Kathy Welyki.

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Media recession? Not yet

LAST MINUTE NEWS

Saatchi stock tumbles

LONDON—Saatchi & Saatchi Co.'s share price fell by another 29% in the 10 days ended April 27, closing at 84 pence. Six months ago, Saatchi stock was trading at 334 pence. Stockbrokers attribute the latest decline to a generally falling stock market here, lack of interest in Saatchi stock and the suspension from trading in mid-April pending refinancing of U.K. sales promotion company FKB Group (AA, April 23).

Separately, FKB plans in the next few months to close its U.S. headquarters in Stamford, Conn., as part of the company's cost-cutting efforts, said CEO Duncan Bain, who will return to FKB in London. FKB's U.S. holdings include American Consulting Corp., New York; QLM Associates, Princeton, N.J.; and other shops.

Beatrice, Unilever talking?

CHICAGO—Strong rumors were circulating in food industry circles last week that Beatrice Co. was in negotiations to be bought by consumer products giant Unilever, *Crain's Chicago Business* reported. The two companies had been in serious negotiations 18 months ago but were unable to reach an agreement. Sources said Beatrice would sell for roughly $3 billion, including the assumption of debt.

Campbell, Backer cook

CAMDEN, N.J.—Campbell Soup Co. gave Backer Spielvogel Bates, New York, its microwave red-and-white soup account, previously handled by Chase Kettering, Cherry Hill, N.J. The soups are testing in the Midwest. Backer is Campbell's lead soup agency.

Ames stops ads

ROCKY HILL, Conn.—Ames Department Stores, which filed for reorganization of its debts under Chapter 11 last week, said it's canceling all broadcast plans for "the immediate future," at least for the second quarter. Ad plans for the third and fourth quarters are undetermined. J. Walter Thompson USA, Detroit, handles

(Continued on Page 8)

INSIDE

Who's Miles Drentell, and what will he do next on 'thirtysomething'? —Page 6

An Advertising Age roundup

Major consumer product marketers across the country believe reports of a media advertising recession are, to borrow from Mark Twain, "greatly exaggerated."

In an informal spot check last week by *Advertising Age*, marketers said they're diverting spending into new media, resisting exorbitant rate increases and monitoring spending quarter by quarter, but not cutting back on ad spending permanently.

While newspapers and magazines are taking the brunt of the damage so far, there's no sign the downturn is severe enough to be called a recession.

Worries about an ad recession grew last week as the Newspaper Advertising Bureau lowered its 1990 estimate for newspaper ad revenue growth to about 4% instead of 5.9% over last year's $32.4 billion.

That announcement came on the heels of the Publishers Information Bureau's report that first-quarter magazine ad pages dropped 3.5% from a year earlier.

Neilsen Media Research also reported the number of people watching prime-time TV during the 1989-1990 TV season declined by 1 million.

"We get concerned about the advertising situation as we see cost per thousand consumers—our real cost of advertising, not a

(Continued on Page 56)

■ **'St. Louis Sun' folds, leaving questions about future start-ups** ..... **P. 3**

■ **Legislators are running into each other to regulate advertising** ..... **P. 4**

■ **In the face of declining ad revenues, three major newspaper groups unite to target national advertisers** ..... **P. 56**

Comedian Jerry Seinfeld (2nd r.), master of ceremonies, congratulates Bernie Pitzel (l.), Kathy Dohse and Mike Rogers of Campbell-Mithun-Esty, whose ad for Midway Airlines won in the Best Newspaper Ad category.

Energizer tops TV winners at AA awards

More than 600 guests watched the awards flow at the fifth annual *Advertising Age* Awards Dinner, hosted by comedian Jerry Seinfeld, at the Downtown Marriott in Chicago April 26.

Twenty-six presentations were made, led by the Best TV Commercial of the Year award to Eveready Battery Co.'s Energizer commercial, "Bunny: Keeps Going." A full list of winners and finalists is in this issue, starting on Page 29.

Tom Burrell, chairman of Burrell Advertising; his wife, Joli (l.); and Debbie Harris of DDB Needham Worldwide were among the guests.

TV's Vanna White, one of the celebrity presenters, was the center of attention, especially for "Entertainment Tonight" reporters.

Bob Simon and Joan Black of Foote, Cone & Belding joined Keith Reinhard of DDB Needham Worldwide for pre-dinner conversation.

Stan Malaszewicz

TV sports sales grow cold

$6B rights gamble could backfire for Big 3 networks

By John McManus

Advertiser resistance is forcing the Big 3 networks to face up to the extravagant prices they've paid to carry big-ticket sporting events.

TV sports executives see hard times ahead, likening the market to the recessionary sports economy of 1985, when advertisers withdrew millions of dollars from network sports because prices had risen too high.

Having recently gambled nearly $6 billion on the power of sports to generate ad revenues in the next four years, the networks have risked calamitous losses, industry executives say.

"The way we see it, the next two years could make 1985 look pretty good," said a senior marketing executive with one of the networks. "The network sports divisions are going to get hit hard by the high prices they paid for sports rights. You'll see cutbacks on production costs and our overhead, but that might not be enough.

"The losses will be so great that you might not even recognize network sports divisions as they are now," said the network executive. "Somebody's going to take a fall."

In 1989, before the big new rights deals, the Big 3 networks paid a total of about $550 million for Major League Baseball, the National Basketball Association, the National Football League, the National Collegiate Athletic Association basketball tournament and major college football. That year, network sports ad revenue reached $1.7 billion.

The same rights fees for next year are more than $1 billion, an 85% increase. To reach a corresponding fee-to-advertising ratio, the networks must attract $3.3 billion in sports ad revenue.

Already, the networks have time available on weekend sports telecasts through the end of September.

Although CBS is witnessing customarily

(Continued on Page 56)

Perrier, other waters facing new scrutiny

By Patricia Winters

The entire bottled water industry may have to pay for Perrier's problems.

The Food & Drug Administration said last week it's scrutinizing the $2.1 billion industry's labeling claims and product quality as Perrier Group began returning its sparkling water to market in the U.S.

Perrier had pulled the product off shelves after traces of benzene, a carcinogen, were discovered in it.

The FDA has assigned field officers to gather information on domestic and imported bottled water, analyze samples for quality and "take a sharp look at labeling," said agency spokesman Emil Corwin.

State officials in New York said they too are investigating the industry. New York's Consumer Protection Board, Health Department and Senate Health Committee are looking at product quality and possible labeling issues.

"Perrier has agreed in principle to legislation to tighten up regulations for bottled water quality," said Jeff Buley, counsel to the health committee.

Company officials have said Perrier is cooperating with state and federal authorities, and welcomes high industry standards.

The industry already must comply with the U.S. Environmental Protection Agency's tap water standards and is regulated by the FDA as a food product.

"That's something we as an industry need to communicate. We've been at the forefront of regulations, and we have set tough standards for ourselves," said Ronald Davis, Perrier president-ceo and head of the International Bottled Water Association's government relations committee.

The association has said it too supports the concept of strict regulations to maintain the industry's integrity. However, more regulations could be costly and bring more negative publicity to an industry already sensitive about the Perrier issue.

The negative publicity continued last week with Perrier's reentry in New York, the first U.S. market to get the product since the global recall in February.

The state found unusually high levels of sodium in a Perrier sample and threatened to withhold its certificate of approval to sell the product, though Perrier was already in distribution to retailers.

Perrier produced other tests that proved the sample was flawed, and the relaunch began as scheduled April 26.

Weekly samples must be provided to state health officials for the next year.

The company agreed to run newspaper ads in New York state, alerting consumers to only buy Perrier packaged with the "nouveau" production label since pre-recall bottles have been spotted in some stores.

In exchange for the certificate, Perrier's Mr. Davis agreed to meet with state Sen. Michael J. Tully (R., Roslyn Heights), the Senate Health Committee's chairman, this week to discuss stricter bottled water controls.

Perrier Group is the U.S. importer of Perrier water, the nation's leading imported sparkling water.

On April 26, it held a Perrier Day promotion as planned and broke its first TV spot by Waring & LaRosa reinstating the "Earth's first soft drink" ad theme. The TV spot uses the R.O. Blechman cartoon caveman first introduced in Perrier ads in 1982.

Some grocers got caught in the certification dispute. Harold Berthold, director of grocery marketing for New York City's 27 Food Emporium supermarkets, said he had to pull Perrier from the shelves twice before getting a final OK from his Perrier distributor.

"If it doesn't come off the shelves again by Saturday, I think we're all right," he said. □

Sears tailors new ads

By Kate Fitzgerald

Sears, Roebuck & Co. is pinning its hopes of revitalizing sagging sales on a new pool of network and cable TV commercials.

The No. 1 retailer is also broadening its TV push to include more broadcast and cable options, and tailoring creative to fit specific programming and cable formats.

The No. 1 retailer's goal for the new spots—characterized as major creative departures from Sears' traditional TV advertising—is to lure people who don't normally shop at Sears, said Tom Morris, VP-marketing.

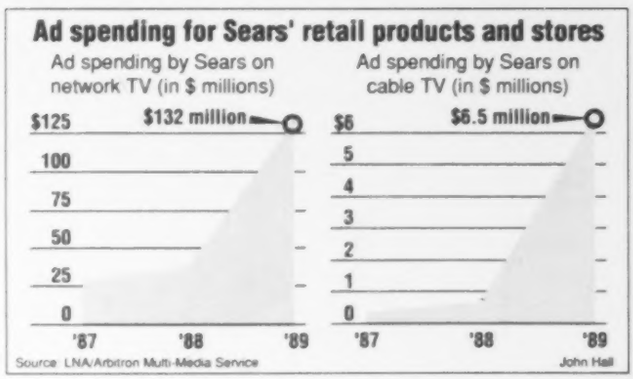
All the new spots are from Ogilvy & Mather, Chicago, several began airing in late March, and more will be cycled into the pool as they're completed, through June.

"In every new TV spot we want to surprise people—we want to show them that Sears has changed, and no matter what they thought of us before, we have what they want," Mr. Morris said.

Last year, Sears increased measured media spending 34% to $525 million as it began to overhaul its pricing format. That included increasing network TV spending in Sears Merchandise Group 244% to $132 million while increasing cable TV spending 829% to $6.5 million.

That propelled Sears to No. 4 from No. 12 among all U.S. advertisers.

Sears said it plans to maintain that level through 1990, increasing spending on certain cable TV networks.



The company has virtually abandoned image advertising in its latest TV efforts in favor of ads promoting specific brands and "power formats."

For the first time ever, Sears has designed spots to target viewers of specific prime-time network TV programs, such as ABC's "Doogie Howser, M.D.," and for individual cable networks, such as MTV: Music Television and ESPN.

"What we're doing now is matching the right creative with the right media to get the most effective outcome possible," Mr. Morris said.

Another tactic in the company's strategy is a series of 20 spots featuring one woman who systematically tackles various image problems with Sears' core female shoppers, ages 25 to 44, he said.

"My friends couldn't believe I got this at Sears," the woman confides to viewers in a recent TV spot, showing off a new dress.

The pressure for Sears to woo new, younger customers to its 847 department stores intensified sharply last week when the Sears Merchandise Group reported a loss for the first quarter.

For the quarter ended March 31, the merchandise group lost $37.4 million on 1% higher revenues of $6.8 billion, compared with net income of $33.8 million for the same period a year earlier.

Last year, Sears' first-quarter results included its heavily promoted switch to "everyday low pricing," when the company announced it would no longer hold traditional weekly sales on selected items.

When its earnings became flat in late 1989, Sears gradually returned to a revised strategy of of-

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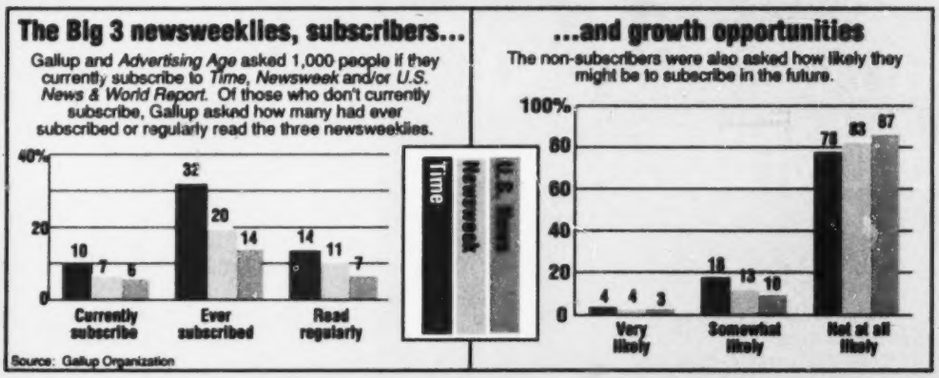
ABP MPA ABC CMPA

Newsweeklies eye 'likely' readers



JOHN SMITHER

By Scott Donaton

The circulation growth potential of the nation's Big 3 newsweeklies may be stronger than it appears.

A national survey conducted for *Advertising Age* by the Gallup Organization found 17.3% of those people who don't now subscribe to *Time, Newsweek* or *U.S News & World Report* are "very likely" or "somewhat likely" to subscribe in the future.

The findings were viewed as a positive sign by the newsweeklies, which have found circulation growth difficult to impossible in recent years as alternative news sources have proliferated.

The random, national phone survey of 1,000 adults was conducted in February. Margin of error is plus or minus 3.1%.

GALLUP SURVEY

When respondents were asked whether they subscribe to any of the three newsweeklies, 10% said they hold subscriptions to *Time*, 7% to *Newsweek* and 6% to *U.S. News & World Report*.

Subscribers were more likely than non-subscribers to have graduated from college and to be in professional-managerial jobs.

Thirty-two percent of those not subscribing to *Time* said they had done so in the past; for *Newsweek* and *U.S. News*, the rates were 20% and 14%, respectively.

The non-subscribers were then asked how likely they were to subscribe to that title in the future, and 4% indicated they were "very likely" to subscribe to *Time* or *Newsweek* compared with 3% for *U.S. News*.

On the surface, the figures seem to cast a dim light on the growth potential of the newsweeklies. But newsweekly executives dispute that.

Eighteen percent said they were "somewhat likely" to subscribe to *Time*, 13% to *Newsweek* and 10% to *U.S. News*.

Of all the current non-subscribers, a majority—82.6%—said they were "not at all likely" to subscribe to any of the magazines.

On the surface, the figures seem to cast a dim light on the growth potential of the newsweeklies. But newsweekly executives dispute that.

Although the newsweeklies are considered mass-market magazines, they're in some ways aimed at a specific audience. A large chunk of the magazines' circulation comes from college-educated adults with an interest in world events.

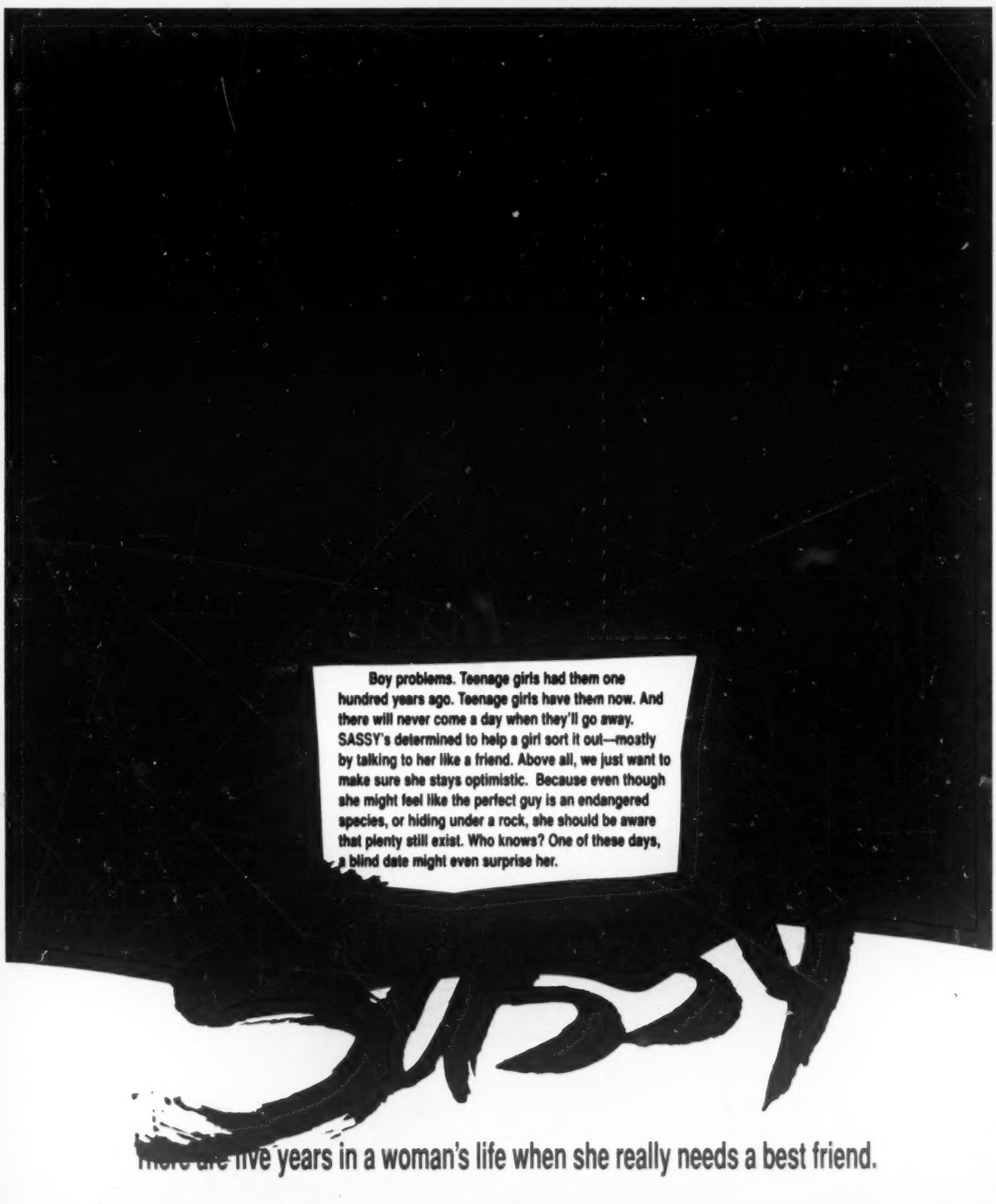
And, as a result, "the fact that 78% [of non-*Time* subscribers surveyed] have no interest in subscribing to *Time* doesn't surprise me," said Richard Heinemann, associate publisher-advertising sales director for *Time*.

In fact, he said, it's encouraging that 22% of those surveyed said they're somewhat or very likely to subscribe again in the future.

Time currently boasts 4 million subscribers, vs. *Newsweek's* 3 million and *U.S. News'* 2 million-plus.

"Far from being a negative picture for the newsweeklies, this is a good sign of the strength of the category," said Peter Eldredge, U.S. publisher of *Newsweek*. "Between those very likely and those somewhat likely to subscribe, there's a very good picture."

"That's a very large base of potential subscribers," said Jake Winebaum, senior VP-marketing at *U.S. News & World Report*. "It proves [newsweeklies] are not at all saturated. It's just a matter of reaching out to those people, and that's our challenge." □


Boy problems. Teenage girls had them one hundred years ago. Teenage girls have them now. And there will never come a day when they'll go away. SASSY's determined to help a girl sort it out—mostly by talking to her like a friend. Above all, we just want to make sure she stays optimistic. Because even though she might feel like the perfect guy is an endangered species, or hiding under a rock, she should be aware that plenty still exist. Who knows? One of these days, a blind date might even surprise her.
SASSY
There are five years in a woman's life when she really needs a best friend.
* This is an excerpt from one of the 451,944 letters SASSY received in 1989.